

**Job Title:** Marketing Manager  
**Reports To:** Chief of Staff  
**Status:** Full-time, exempt employee  
**Compensation:** \$60,000 - \$75,000 commensurate with experience, plus benefits  
**Main Function:** The Marketing Manager will contribute to the planning and implementation of strategic marketing and communications to support the mission and vision of Arch Grants. The Marketing Manager will design and implement integrated communications across platforms.

**Key Responsibilities:**

Strategic Planning

- Collaborate across teams to build and manage a content/editorial calendar for the organization to attract and grow our audience
- Lead the development and execution of monthly communication to various stakeholders
- Monitor and maintain brand standards for the organization across all communications channels
- Collaborate with designers, external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience

Digital Content

- Manage the organization's social media profiles and presence, including Facebook, Twitter/X, LinkedIn, and Instagram
  - Create shareable content
  - Monitor and engage in relevant social discussions about our company, competitors, and industry
  - Manage the strategy and setup of all paid campaigns
  - Track, measure and analyze paid and unpaid content to report on ROI
- Manage the organization's website (Wordpress), updating copy, adding relevant news articles, and making other changes as needed
- Implement email marketing through Constant Contact

Public Relations

- Develop and manage relationships with local, regional, and national media outlets to raise public awareness of Arch Grants and St. Louis' startup ecosystem
- Develop strategies to maximize earned media opportunities for Arch Grants and portfolio companies
- Lead project management of the Annual Impact Report and other reporting to the community

Other related duties as assigned

**Desired Qualifications:**

1. Exceptional written and interpersonal communication skills.

2. Experience developing and implementing a wide variety of communications strategies
3. Experience working with CRM software (Salesforce preferred)
4. Experience with data analytics, inclusive of Microsoft Excel.
5. Experience working in WordPress.
6. Interest in entrepreneurship, nonprofits, and/or community building.

To apply: Send cover letter and resume to [hire@archgrants.org](mailto:hire@archgrants.org).

Arch Grants is committed to a diverse and inclusive workplace. Arch Grants is an equal opportunity employer and does not discriminate on the basis of race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age, or other protected status.